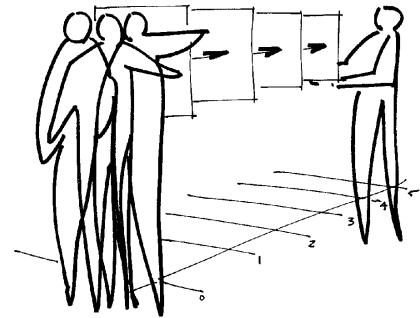


CHAPTER 4

ALTERNATE SCENARIOS



The Scenario Development Process

As part of this project, the City of Frisco identified its desired goals and objectives for its future development (Chapter 2). The existing natural and man-made conditions were also analyzed to determine the relative opportunities and constraints regarding future development (Chapter 3). That analysis resulted in the generation of a “composite suitability map” displaying those areas most appropriate for development.

Using this information, three “Alternatives” were developed to explore various concepts and development scenarios and test their appropriateness for the City of Frisco. The development of Alternatives was intended as an exercise to encourage a creative approach to the City’s future potential. In the form they were developed and presented, Alternatives were only to encourage this thought-process, not to be interpreted as “plans”. Several basic assumptions of Alternatives included:

- **Concepts**

Each Alternative is a “pure” concept and therefore is not expected to be 100% applicable to Frisco. Each Alternative will spur discussion and thoughts about the future of Frisco, possibly in ways not previously considered. The outcome of this process will be a merger of the most positive aspects of each Alternative, creating a “hybrid” Alternative. This “hybrid” will be further refined over the coming months into the Draft Land Use and Thoroughfare Plan. This is analogous to the development of “concept cars” by automobile manufacturers. The concepts test new design and engineering ideas, but the “concept cars” themselves are not intended for production. Their design and engineering ideas, however, are often incorporated into production models.

- **Residential Community**

A key basic assumption is that the principal land use in Frisco will be single-family residential. Frisco will have numerous types of residential and non-residential development, but it is, first and foremost, a residential community. Offices, retail centers, industries, recreation uses, and other compatible developments are appropriate components of the City.

- **Existing Development**

Areas of Frisco that are already developed were exempt from the opportunities and constraints analysis. So too, these areas will not be “re-planned”. In the development of Alternatives and the subsequent Land Use Plan, the first consideration will be given to developed areas as they exist.

The development of Alternatives was intended as an exercise to encourage a creative approach to the City’s future potential.



- **Existing Roadways**

Each Alternative will present existing major roadways as they exist today. These major roadways include SH 121, Preston Road, the Dallas North Tollway (existing alignment and future extension), Lebanon Parkway, and other major arterial roadways.

- **Environmental Protection**

In Chapter 3, portions of the study area were identified for preservation as open space – either for the development of parks with active recreation (ballfields, athletic facilities, etc.), or for natural “passive” enjoyment (trails, wildlife habitats, etc.). These identified open space areas have multiple natural constraints that may be difficult or impossible to overcome. However, this study also recognizes the nature of environmental analysis and, in limited cases, areas identified for open space preservation might be developable. These preserved open space areas should also serve as a “trigger” for the requirement of subsequent studies and analyses should a development be proposed which is not in harmony with the Plan. If those studies present sufficient documentation that development will not be detrimental to the City or the environment, then the Plan may be altered to allow development to occur. The integrity of the environment or the Plan is not compromised in this fashion – the Plan simply serves as a guide to ensure that future development is accommodated but not at the sacrifice of the environment.

- **Corridor Development**

Alternatives presume that major corridors will have general development patterns based upon different land uses. For instance, the Dallas North Tollway corridor will be predominantly office, while SH 121 and Preston Road will be predominantly retail and residential, and US Highway 380 will be predominantly industrial. Other compatible uses may also be found along these corridors.

- **Airport Alternatives**

During this study, supporters of and opponents to the North Dallas Jetport both have voiced their interests and concerns. The goals and objectives were crafted to present three potential ways the airport is addressed by the Alternatives – an aviation use where it is now, an aviation use elsewhere in the City, or the redevelopment of the airport as another use. The Alternatives will make no preference for one approach over another.



Inspirations

This study took an innovative approach to the development of the Alternatives. Since no priority or preference was to be implied with the Alternatives, a numerical or alphabetical naming convention was avoided. Even using colors as names might imply a preference. Using the goals and objectives (Chapter 2), other American communities were considered as models or “inspirations” for the future of Frisco. Communities that have been ranked high on “livability” surveys were considered as desirable candidates. And while each Alternative is named after a single American community, many of the inspirations can be found in other communities.



"Savannah" Alternative



(Photo courtesy of the Carolina Morning News)

Designed in 1732 by Englishman James Oglethorpe, Savannah was one of the first planned cities in the nation. One of the United States' most unique cities, the City of Savannah has many desirable attributes to be emulated. The most obvious of these is a modified grid street pattern that includes public squares within neighborhoods. In Savannah, this is accomplished by a series of 22 public parks within the city center, which originally served as centers of commerce, protection, and support to the surrounding residential areas. For the better part of the twentieth century, these squares have been both public parks and landmarks commemorating the City's historical past. (Savannah has the largest historical district in the United States with over 2,000 historic structures in a 2 square mile area.) While Frisco and Savannah have different historical experiences, there are several opportunities to emulate Savannah's emphasis on city form and neighborhood planning:

- The "Savannah" Alternative proposes "neighborhood centers" in or near the core of residential areas. These "centers" generally include an elementary school, fire station, neighborhood park, and/or a community center. Limited retail may also be included, but is not necessary.
- Public gathering places – "collar parks" – are proposed at the intersection of major arterials, serving to define the area and buffer retail and multifamily uses from adjacent single-family residential areas.
- Frisco's Historic Downtown district is extended west from its current location to FM 720/Main Street at Dallas North Tollway.
- The proposed "modified grid" pattern of arterial streets serves as a good identifier for both existing and future neighborhoods.

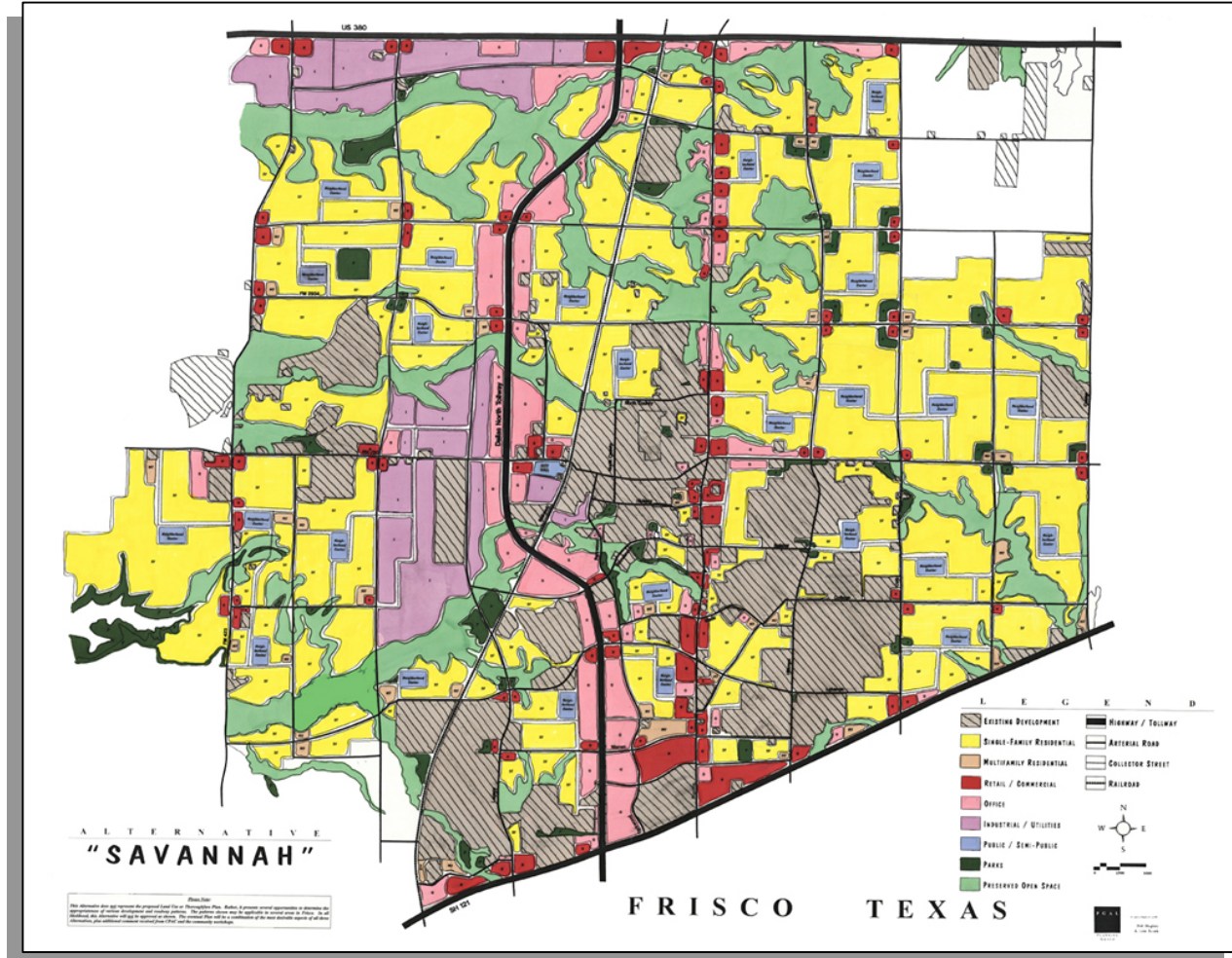
Figure 4-1 shows the "Savannah" Alternative and its accompanying land use breakdown is presented in Table 4-1 (calculations based on conceptual bubble diagrams for general planning purposes only).

Table 4-1 – "Savannah" Alternative Land Uses

<i>Land Use</i>	<i>Type</i>	<i>Acres</i>	<i>Sq. Mi.</i>	<i>Percent</i>
Developed Area	Single-Family Residential	14,487	22.6	31.6%
	Multifamily Residential	1,170	1.8	2.6%
	Retail/Commercial	3,050	4.8	6.7%
	Office	3,135	4.9	6.8%
	Industrial/Utilities	3,542	5.5	7.7%
	Public/Semi-Public	1,066	1.7	2.3%
	Subtotal	26,450	41.3	57.7%
Undeveloped Area	Parks	1,430	2.2	3.1%
	Rights-of-Way/Easements	11,450	17.9	25.0%
	Preserved Open Space	6,500	10.2	14.2%
	Subtotal	19,380	30.3	42.3%
TOTAL		45,830	71.6	100.0%

One of the United States' most unique cities, the City of Savannah, Georgia has many desirable attributes to be emulated. The most obvious of these is a modified grid street pattern that includes public squares within neighborhoods.

Figure 4-1 – “Savannah” Alternative



Potentials of the “Savannah” Alternative

- **Residential Development**

If the “Savannah” Alternative were developed as shown in Figure 4-1, approximately 34% of the study area (15,657 acres) would be devoted to residential uses. This would generate an approximate population of 220,600 persons, based on the following planning density assumptions (similar to existing densities):

- *Single-Family Residential* – The 14,487 acres of single-family residential uses would develop at approximately 4 dwelling units (DU) per acre. Each single-family home would have approximately 3 residents. Of the total future 220,600 persons, approximately 79% (173,800 persons) would be in single-family homes.



- *Multifamily Residential* – The 1,170 acres of multifamily residential uses would develop at approximately 20 DU's per acre. Each multifamily dwelling unit would have approximately 2 residents. Of the total future 220,600 persons, approximately 21% (46,800 persons) would be in multifamily units.
- **Retail and Commercial Development**
Based on the “Savannah” Alternative, approximately 6.7% of the study area (3,050 acres) would be developed as retail and commercial uses. Presuming an average floor-area ratio (FAR) of 0.25, approximately 33.2 million square feet of retail and commercial space would be available throughout the City.
- **Office and Corporate Development**
Based on the “Savannah” Alternative, approximately 6.8% of the study area (3,133 acres) would be developed as office or corporate uses. Presuming an average FAR of 0.45 (presuming the average office building is two-stories), approximately 61.5 million square feet of office space would be available in Frisco.
- **Industrial and Utility Development**
Based on the “Savannah” Alternative, approximately 7.7% of the study area (3,542 acres) would be developed as industrial and utility uses. Presuming an average FAR of 0.25 and discounting for approximately 20% of that area being utility installations (few or no employees), approximately 30.8 million square feet of industrial space would be available in Frisco.

Advantages

When applied to Frisco, the “Savannah” Alternative has some advantages that are desirable as the City develops, including:

- The grid street system proposed in the “Savannah” Alternative provides for the efficient design and installation of the infrastructure system (water, wastewater, drainage, electrical, telecommunications, etc.). It also provides easy and convenient access for emergency vehicles (police and fire), as well as service and delivery vehicles.
- The “Savannah” Alternative locates various types of public gathering places in close proximity to residential neighborhoods, including “neighborhood centers” and “collar parks”.
- There are increased opportunities for industrial development in Frisco, especially along the US Highway 380 corridor, and within proximity of the airport.
- The modified grid street pattern improves Frisco’s east/west and north/south access.
- The “Savannah” Alternative provides for a larger downtown area by extending development west of the Burlington Northern/Santa Fe railroad tracks to the intersection of FM 720/Main Street and the Dallas North Tollway.



Drawbacks

Naturally, the “Savannah” Alternative also has some inherent attributes that are not compatible with the City of Frisco:

- The “Savannah” Alternative does not completely address the existing residential land use incompatibilities in the vicinity of the airport.
- Although a grid street network is efficient for infrastructure and emergency and service access, it also tends to encourage cut-through traffic, especially crosstown traffic that has no local destination.
- The “Savannah” Alternative proposes creekside development mostly for single-family residential uses. This limits opportunities for compatible non-residential development along creek corridors, especially office and retail potential.
- The “Savannah” Alternative proposes a grid street network that serves predominantly single-family residential uses surrounding a downtown core. This pattern is not particularly unique and is very similar to other area cities (Plano, Rowlett, Grapevine, and Coppell, for example). If Frisco wants to create a more unique community identity, this pattern will not promote that goal.



"Columbus" Alternative



(Photo courtesy of the Bettman Archive)

Columbus, Ohio – home to one of the largest universities in the country (Ohio State University) and the capitol of Ohio – has been consistently ranked as one of the United States' most livable cities because of its affordability, diverse economy, park system, and sense of community. Columbus is most often described as a "big small town" and has maintained this feeling even though the metropolitan population is over 1 million persons. Its neighborhoods are diverse and strong, with many second and third-generation residents. The City is often used as a test-market for new products because it typifies American community values. In the face of expanding development, Columbus has successfully preserved a series of ravines that traverse the City. These ravines have been left as public open

spaces, with some limited development of distinctive homes. The City's strong downtown is home to both new and restored developments and is well-served by the "Inner Loop" – a series of highways that serve to define the boundaries of downtown. The "Outer Loop" provides circular access to all corners of the City. This loop highway system is also a common feature in other American cities including Dallas, Fort Worth, San Antonio, Houston, Indianapolis, Cincinnati, and Atlanta, to name a few.

- The "Columbus" Alternative also proposes "neighborhood centers" in or near the core of residential areas, and the extension of the downtown district to FM 720/Main Street at Dallas North Tollway.
- A dual loop road system is proposed to define Frisco's core and to provide circular access within the city limits.
- Open spaces are preserved as natural corridors that link neighborhoods. Major arterials parallel these corridors instead of crossing them.

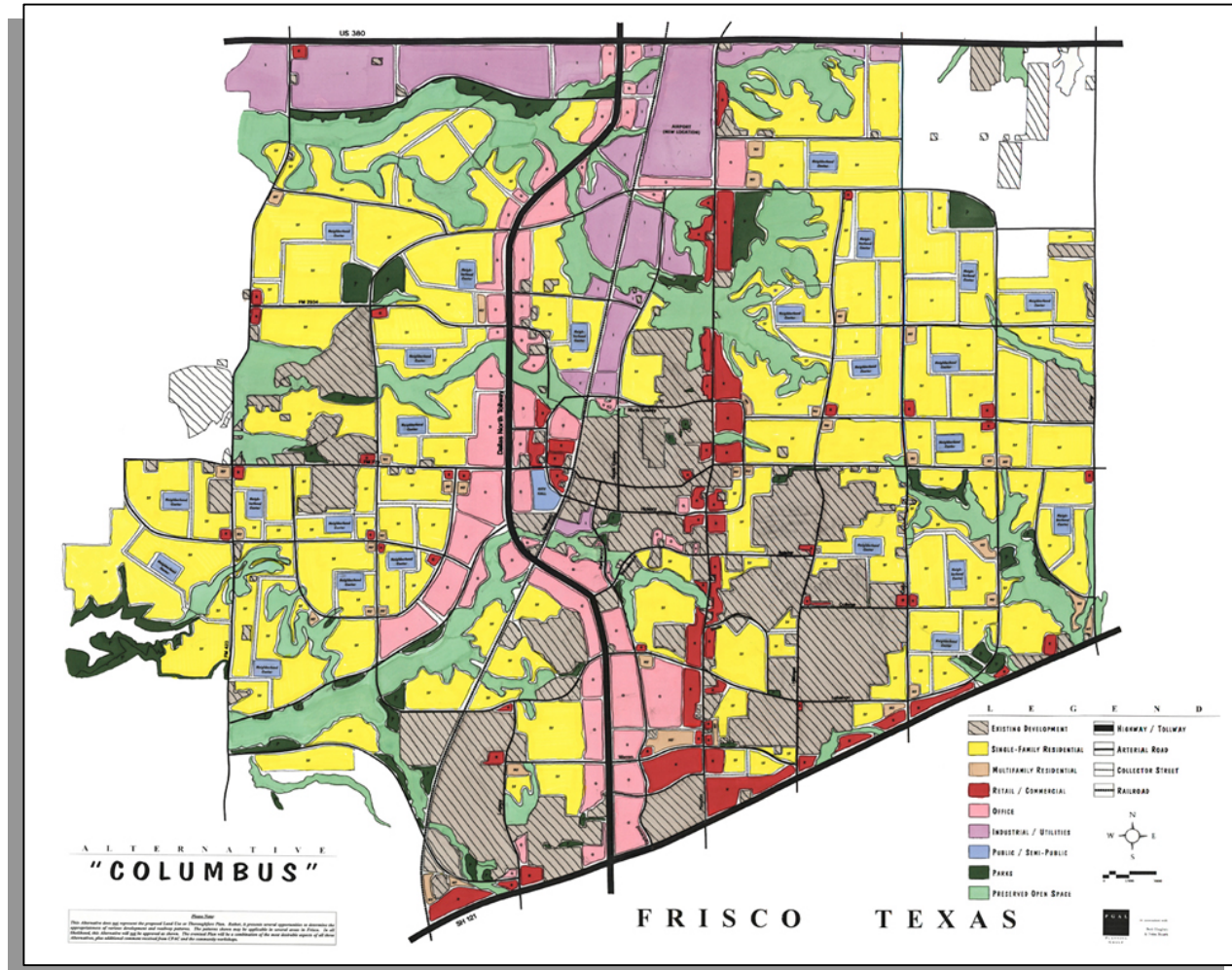
Figure 4-2 shows the "Columbus" Alternative and its accompanying land use breakdown is presented in Table 4-2 (calculations based on conceptual bubble diagrams for general planning purposes only).

Table 4-2 – "Columbus" Alternative Land Uses

<i>Land Use</i>	<i>Type</i>	<i>Acres</i>	<i>Sq. Mi.</i>	<i>Percent</i>
Developed Area	Single-Family Residential	15,810	24.7	34.5%
	Multifamily Residential	1,150	1.8	2.5%
	Retail/Commercial	3,370	5.3	7.4%
	Office	3,850	6.0	8.4%
	Industrial/Utilities	3,060	4.8	6.7%
	Public/Semi-Public	1,080	1.7	2.4%
	Subtotal	28,320	44.3	61.8%
Undeveloped Area	Parks	1,850	2.9	4.0%
	Rights-of-Way/Easements	9,210	14.4	20.1%
	Preserved Open Space	6,450	10.1	14.1%
	Subtotal	17,510	27.3	38.2%
TOTAL		45,830	71.6	100.0%

Columbus is most often described as a "big small town" and has maintained this feeling even though the metropolitan population is over 1 million persons.

Figure 4-2 – “Columbus” Alternative



Potentials of the “Columbus” Alternative

- **Residential Development**

If the “Columbus” Alternative were developed as shown in Figure 4-2, approximately 37% of the study area (16,960 acres) would be devoted to residential uses. This would generate an approximate population of 235,700 persons, based on the following planning density assumptions (similar to existing densities):

- *Single-Family Residential* – The 15,810 acres of single-family residential uses would develop at approximately 4 DU’s per acre. Each single-family home would have approximately 3 residents. Of the total future 235,700 persons, approximately 80% (189,700 persons) would be in single-family homes.



- *Multifamily Residential* – The 1,150 acres of multifamily residential uses would develop at approximately 20 DU's per acre. Each multifamily dwelling unit would have approximately 2 residents. Of the total future 235,700 persons, approximately 20% (46,000 persons) would be in multifamily units.
- **Retail and Commercial Development**
Based on the “Columbus” Alternative, approximately 7.4% of the study area (3,370 acres) would be developed as retail and commercial uses. Presuming an average FAR of 0.25, approximately 36.7 million square feet of retail and commercial space would be available throughout the City.
- **Office and Corporate Development**
Based on the “Columbus” Alternative, approximately 8.4% of the study area (3,850 acres) would be developed as office or corporate uses. Presuming an average FAR of 0.45 (presuming the average office building is two-stories), approximately 75.5 million square feet of office space would be available in Frisco.
- **Industrial and Utility Development**
Based on the “Columbus” Alternative, approximately 6.7% of the study area (3,060 acres) would be developed as industrial and utility uses. Presuming an average FAR of 0.25 and discounting for approximately 20% of that area being utility installations (few or no employees), approximately 33.3 million square feet of industrial space would be available in Frisco.

Advantages

When applied to Frisco, the “Columbus” Alternative has some advantages that are desirable as the City develops, including:

- The outer loop roadway would help to deflect cross-town cut-through traffic. It would also allow interior circulation within Frisco without the need for using the major fringe roadways.
- The inner loop roadway serves to define “Central Frisco” and create a larger development potential for the downtown area.
- The potential for a larger airport is relocated to the northern edge of Frisco and takes advantage of multimodal opportunities from the railroad, US Highway 380, Preston Road, and the nearby Dallas North Tollway.
- Open space corridors are preserved as urban design amenities to be used and enjoyed by the public, as opposed to be fenced in as private open space for adjacent landowners). This also increases the amount of available parkland (passive and active.)
- The “Columbus” Alternative provides for a larger downtown area by extending development west of the Burlington Northern/Santa Fe railroad tracks to the intersection of FM 720/Main Street and the Dallas North Tollway.



Drawbacks

Naturally, the “Columbus” Alternative also has some inherent attributes that are not compatible with the City of Frisco:

- Relocation of the airport is not easily accomplished and may be quite expensive. While the future of the TXU (formerly TU Electric) power plant is not yet known, the facility would have to be removed in order for an airport to be feasible.
- The City of Frisco currently does not have a very large capture rate for retail, office, and industrial uses. While these rates continually change, the large amounts of developable square footage indicate both a great potential and a long absorption period for these uses.
- The “Columbus” Alternative proposes a street pattern that varies significantly from the previous Plan. This may be a drawback for those developers operating under the presumptions of the previous Plan.
- The loop roadways proposed in the “Columbus” Alternative do not integrate well with existing residential patterns, such as the residential areas along Meadow Hill Road.
- As with “Savannah”, the “Columbus” Alternative proposes a grid street network that serves predominantly single-family residential uses surrounding a downtown core. This pattern is not particularly unique and is very similar to other area cities (Plano, Rowlett, Grapevine, and Coppell, for example). If Frisco wants to create a more unique community identity, this pattern will not promote that goal.

"Portland" Alternative



(Photo courtesy of Newlands & Company)

The local joke in Portland (Oregon) is that visitors should enjoy themselves, but not tell anyone else about how wonderful Portland is. The fact that Portland consistently ranks as one of the most desirable places to live is not an accident. Portland has been proactively planning its urban form for decades. The introduction of its light rail system in the mid-1970s was one of the first such systems for a mid-sized American city, thus proving the concept. Portland's well-documented "urban growth boundary" was created, not in response to urban issues, but rather to preserve important active agricultural production on the edge of the City. The urban growth boundary has been very successful in fostering redevelopment to the point that Portland has almost no vacant land left in its core. The City is now considering expanding the boundary by one mile in order to accommodate ongoing growth pressures. Portland's active downtown and well-established neighborhoods have become models for other American communities. And aspects of its light rail system have been copied by many other cities, including San Diego, Dallas, and Atlanta. Aspects of the "Portland" Alternative include:

- The "Portland" Alternative shows the potential for several transit stops along the Burlington Northern/Santa Fe railroad line. These locations have the potential for transit-oriented developments (TOD's) within an approximate 1,500-foot radius of the transit station
- There is a potential for slightly denser single-family residential patterns closer to the City's core, as well as close to the transit stops. Lower-density single-family residential would be located on the fringe of the City.
- As with the other Alternatives, "Portland" proposes neighborhood centers in or near the core of residential areas, and the extension of the downtown district to FM 720/Main Street at Dallas North Tollway.

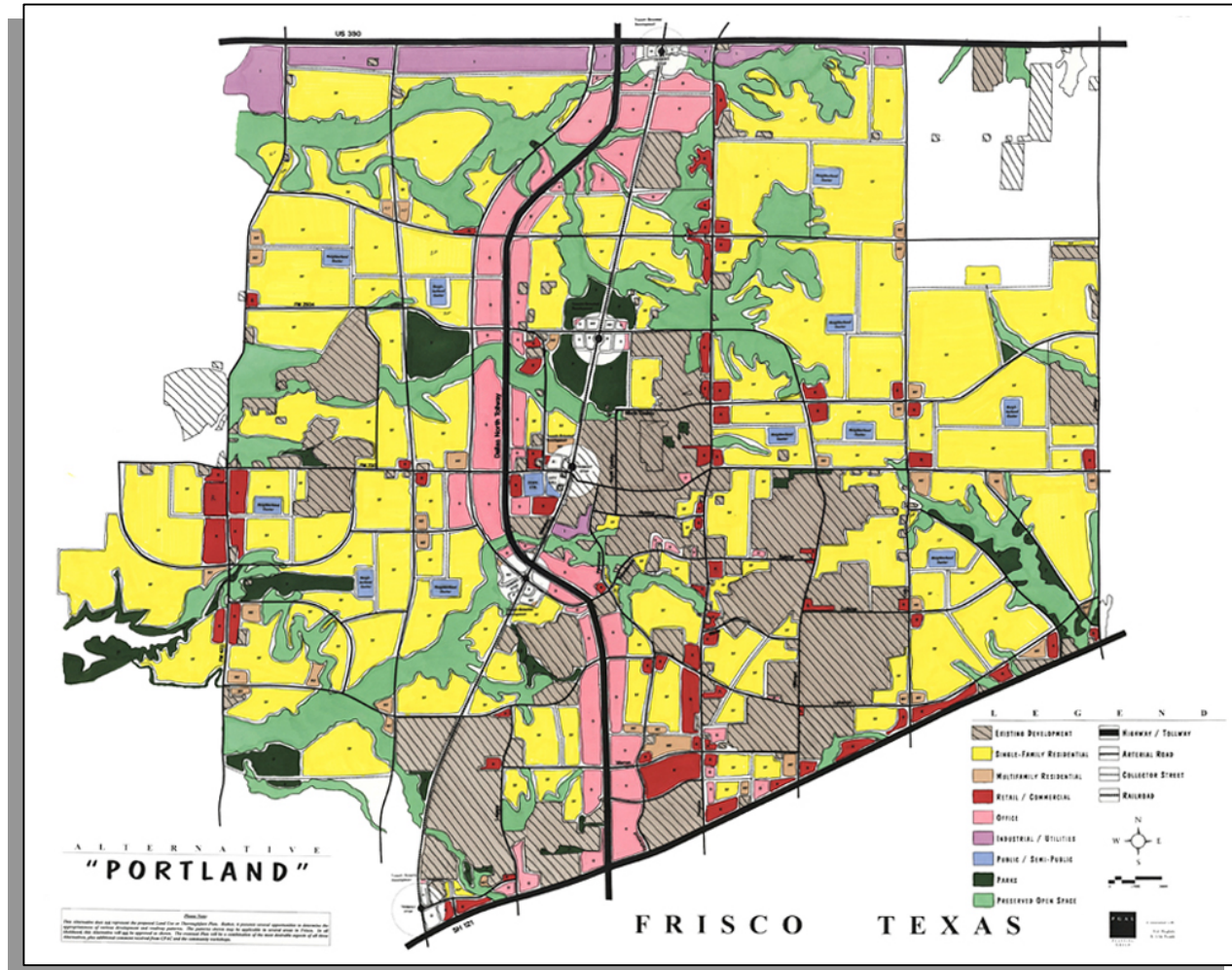
Figure 4-3 shows the "Portland" Alternative and its accompanying land use breakdown is presented in Table 4-3 (calculations based on conceptual bubble diagrams for general planning purposes only).

Table 4-3 – "Portland" Alternative Land Uses

Land Use	Type	Acres	Sq. Mi.	Percent
Developed Area	Single-Family Residential	19,131	29.9	41.7%
	Multifamily Residential	1,190	1.9	2.6%
	Retail/Commercial	2,590	4.0	5.7%
	Office	4,020	6.3	8.8%
	Industrial/Utilities	1,674	2.6	3.7%
	Public/Semi-Public	670	1.0	1.5%
	Subtotal	29,275	45.7	63.9%
Undeveloped Area	Parks	2,035	3.2	4.4%
	Rights-of-Way/Easements	8,020	12.5	17.5%
	Preserved Open Space	6,500	10.2	14.2%
	Subtotal	16,555	25.9	36.1%
TOTAL		45,830	71.6	100.0%

The fact that Portland consistently ranks as one of the most desirable places to live is not an accident. Portland has been proactively planning its urban form for decades.

Figure 4-3 – “Portland” Alternative



Potentials of the “Portland” Alternative

- **Residential Development**

If the “Portland” Alternative were developed as shown in Figure 4-3, approximately 44% of the study area (20,321 acres) would be devoted to residential uses. This would generate an approximate population of 277,200 persons, based on the following planning density assumptions (similar to existing densities):

- *Single-Family Residential* – The 19,131 acres of single-family residential uses would develop at approximately 4 DU’s per acre (overall average). Each single-family home would have approximately 3 residents. Of the total future 277,200 persons, approximately 83% (229,600 persons) would be in single-family homes.



- *Multifamily Residential* – The 1,150 acres of multifamily residential uses would develop at approximately 20 DU's per acre. Each multifamily dwelling unit would have approximately 2 residents. Of the total future 277,200 persons, approximately 17% (47,600 persons) would be in multifamily units.
- **Retail and Commercial Development**
Based on the “Portland” Alternative, approximately 5.7% of the study area (2,590 acres) would be developed as retail and commercial uses. Presuming an average FAR of 0.25, approximately 28.2 million square feet of retail and commercial space would be available throughout the City.
- **Office and Corporate Development**
Based on the “Portland” Alternative, approximately 8.8% of the study area (4,020 acres) would be developed as office or corporate uses. Presuming an average FAR of 0.45 (presuming the average office building is two-stories), approximately 78.8 million square feet of office space would be available in Frisco.
- **Industrial and Utility Development**
Based on the “Portland” Alternative, approximately 3.7% of the study area (1,674 acres) would be developed as industrial and utility uses. Presuming an average FAR of 0.25 and discounting for approximately 20% of that area being utility installations (few or no employees), approximately 18.3 million square feet of industrial space would be available in Frisco.

Advantages

When applied to Frisco, the “Portland” Alternative has some advantages that are desirable as the City develops, including:

- The “Portland” Alternative proposes a truly unique land development pattern for the region – based on a radial light rail transit connection along the Burlington Northern/Santa Fe rail line. This development pattern can result in less traffic congestion and reduced vehicular air pollution.
- New types of development are possible in the “Portland” Alternative, including mixed-use neighborhoods, transit-oriented developments, and a downtown centered around a rail station and a new convention center.
- The “Portland” Alternative preserves Frisco heritage by promoting low-density development on the fringe of the community (Frisco started out as an agricultural community surrounding a rail-oriented town-site).
- The “Portland” Alternative preserves the largest amount of parkland for active and passive recreation uses
- As with the “Savannah” and “Columbus” Alternatives, “Portland” provides for a larger downtown area by extending development west of the Burlington Northern/Santa Fe railroad tracks to the intersection of FM 720/Main Street and the Dallas North Tollway.



Drawbacks

Naturally, the “Portland” Alternative also has some inherent attributes that are not compatible with the City of Frisco:

- While removal of the airport addresses concerns of surrounding residential neighborhoods, it is not easily accomplished since the airport is a currently existing land use. Removal of the airport could have some long-term detrimental economic impacts.
- There are no definite proposals or plans to utilize the Frisco portion of Burlington Northern/Santa Fe rail line for anything other than freight. A supporting transit haul system (buses) would likely be needed to supplement the light rail transit line. Frisco is not a member-city of the Dallas Area Rapid Transit Authority, so it is unclear what agency would be responsible for implementing light rail or any transit projects in Frisco.
- The low-density residential development on the fringe of the “Portland” Alternative would have fewer supporting uses, such as retail and neighborhood centers. The development pattern proposed by “Portland” yields the highest population projection (although still within the expectations of the goals and objectives stated in Chapter 2).
- The roadway network proposed by the “Portland” Alternative varies significantly from the previous Plan. This may be a drawback for those developers operating under the presumptions of the previous Plan.



Public Reaction and Comment

The three Alternatives were presented to the public in three different forums:

- **CPAC Workshop**

The three Alternatives were presented to the CPAC advisory group in September 1999 in a workshop session. CPAC spent approximately 3 hours studying and commenting on the Alternatives. The CPAC workshop was videotaped for broadcast on the City's cable-access channel, with the tape being available for loan at the City library.

- **Community Workshop**

Two weeks after the CPAC meeting, a community workshop was conducted at Frisco High School to present the three Alternatives to the public for review and comment. This workshop also lasted approximately 3 hours, during which time numerous comments were offered regarding the Alternatives. The community workshop was also videotaped for broadcast on the City's cable-access channel, with the tape being available for loan at the City library.

- **Internet**

The three Alternatives were posted on the City of Frisco Web page for worldwide viewing during the month of September 1999. The City's Web page receives thousands of "hits" and many of these were directed to the Alternatives.

"Savannah" Alternative Comments

On the whole, CPAC and community workshop comments were extremely positive regarding both the approach and the specific Alternatives presented. While 100% consensus regarding the Alternatives was not anticipated (nor desired), the following comments were received:

- **CPAC Comments on "Savannah"**

CPAC liked the grid street pattern and suggested that existing "commitments" to future roadway alignments (such as El Dorado) be identified before changing from the previous Plan. CPAC approved of supporting retail near residential areas and suggested that it might also be applicable in office and industrial areas. There was a split opinion regarding the airport – some felt that it should be further developed where it is while others felt that it still did not adequately address the incompatibility issues with currently-developed residential areas. CPAC also favored the expanded downtown area (in all three Alternatives).

- **Community Workshop Comments on "Savannah"**

The public approved of the open space and neighborhood center concepts along with the distribution of retail uses closer to residential areas. It was suggested that more multifamily developments might be located nearer industrial areas in order to meet the needs of future employees. The public liked a more even mix of office and industrial developments, especially as those "markets" begin to blur. The grid street pattern was also favorably reviewed. Opinions were equally split regarding the airport – some favored the removal of the facility while others saw an economic potential from having the airport develop further.



“Columbus” Alternative Comments

The two principal aspects of the “Columbus” Alternative – the loop roadways and the open space preservation – resulted in split opinions at both the CPAC and the community workshops:

- **CPAC Comments on “Columbus”**

CPAC generally did not see much merit in the outer loop roadway unless it could be shown that it did not impeded north/south or east/west access. The inner loop was an interesting idea, but CPAC was not sure if it was needed or feasible. While the airport relocation was an interesting idea, CPAC generally felt that it was not financially feasible. There were also some concerns that too much open space was being preserved and that landowners/developers would not be willing to dedicate that much land to open space uses.

- **Community Workshop Comments on “Columbus”**

The public was more accepting of the loop road concept than CPAC, although there were some concerns about the practicality of the inner loop roadway on Hickory and Meadow Hill (both existing residential streets). The public liked the “quality of life” issues associated with the “Columbus” Alternative – preservation of open space and the potential to deflect through-traffic. The development of an industrial district along US Highway 380 was also favorably received. As with CPAC, the public was skeptical about the feasibility of relocating the airport to the suggested site.

“Portland” Alternative Comments

Both CPAC and the public expressed the most favorable comments regarding the “Portland” Alternative. The idea of potential light rail transit generally appealed to both groups:

- **CPAC Comments on “Portland”**

CPAC was generally in favor of considering the potential for light rail transit stations, but voiced concerns over practical issues (coordination with existing freight operations, which agency would implement the system, etc.). CPAC suggested the need for a supplemental line-haul transit service (i.e. bus routes) to support any future fixed alignment transit system. CPAC also felt that the transit-oriented development around the potential transit stations was flexible enough to be applied to either the “Savannah” or “Columbus” Alternatives. Completely eliminating the airport was perceived as an unrealistic approach, since the airport is currently an existing use. The roadway network in “Portland” was seen as the least responsive to other requirements (such as integrating with the Collin County Thoroughfare Plan).



- **Community Workshop Comments on “Portland”**

The public was very interested in developing Frisco as a transit-oriented community. The idea of developing a new downtown and convention center with a transit station at its core was very appealing to many. It was felt that a transit-oriented Frisco would relate better to the region, while simultaneously positioning Frisco as one of the more unique communities in North Texas. The public split on the “no airport” approach – some applauded the idea while others felt it would be an economic loss. The concept of dispersed retail and lower residential densities were also favorably accepted. The public also liked the concept of a diverse industrial base for Frisco’s future.

Overall Assessment

In general, very positive comments were received on all three Alternatives. The public and CPAC approved of the approach of developing Alternatives inspired by other exemplary American communities.

The predominant preference was for a street network approximating the “Savannah” Alternative. This was most responsive to the needs of the Collin County Thoroughfare Plan in providing convenient and available cross-town access, both north/south and east/west.

However, there was also a mandate to include a transit component similar to the transit-oriented development sites presented in the “Portland” Alternative. CPAC’s advice of the need for surface transit system in conjunction with a potential light rail system works well with the grid roadway network proposed in “Savannah”.

While there was no majority consensus regarding the North Dallas Jetport, it was largely felt that the most prudent course of action was to show the facility in its present location. Relocation was not considered a viable option at this time due to financial considerations and the uncertain future of the power plant in that vicinity of the suggested relocation.

There was general consensus regarding other aspects of the Alternatives:

- Multifamily residential areas should be small and dispersed throughout the community.
- Lower density single-family residential is preferred on the fringe of the study area, with slightly higher density (average of 3 to 4 homes per acre) in the central portion of Frisco.
- Retail should be the predominant development type along Preston Road, but other uses should also be considered where appropriate, including offices and some limited residential development.
- Office should be the predominant development type along the Dallas North Tollway, but other uses should also be considered where appropriate, including retail, appropriate industrial, and some limited residential development.



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- Industrial should be the predominant development type along US Highway 380, but other uses should also be considered where appropriate, including offices and retail.
- There was a concern about widening FM 720/Main Street through the Historic Downtown district. It was generally acknowledged that a 6-lane divided arterial would be detrimental to the integrity of the downtown area. City staff and consultants recommended that the portion of FM 720/Main Street which travels through the Historic Downtown area (generally between the railroad tracks and County Road) should remain as a 2-lane roadway.
- Additional parkland needs to be shown in conjunction with the Frisco Park Master Plan.

The preserved open space areas were questioned by some landowners. The status of these areas needs to be determined as Frisco develops. It will be suggested in the implementation portion of this document how these areas may be best addressed.

